



## Job Description

**Title:** Business to Consumer (B2C) Writer

**Location:** Fully remote or Burlington, MA/Hybrid

**Position Type:** Full or part time contract

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### Who We're Hiring Right Now

We're looking for a B2C-focused healthcare writer who can turn complex concepts and information into content that drives behavior change on common healthcare actions such as preventive screenings, program enrollment, medication adherence, and more. You'll work on projects for health plan, health tech, and PBM clients across various populations (e.g., commercial, Medicare, Medicaid, etc.) designing multichannel campaigns that reach millions of members.

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### What You Will Do

As a writer and analyst on our team, you'll contribute to a wide range of initiatives focused on improving healthcare operations and the consumer journey. Depending on the project, you might be:

- Designing and implementing multi-channel engagement strategies
  - Supporting process improvements across functions like call centers, marketing operations, and quality.
  - Translating complex information into compelling visual presentations for executive audiences
  - Collaborating with clients and internal teams to drive change from idea to execution
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### Qualifications:



- Exceptional Writing and Editing Skills: Expertise in producing clear, concise B2C communications - letters, emails, SMS text, and other - with a focus on driving consumer action in the healthcare industry.
- Project and Team Collaboration: Capable of managing multiple writing tasks simultaneously, meeting deadlines, and effectively communicating with cross-functional teams and clients.
- Understanding of the Healthcare Industry: Previous experience or knowledge related to health plans, pharmacy benefit management, or healthcare consumer engagement is a strong advantage.
- Educational Background: Bachelor's degree in Business, Communications, Healthcare, Data Analytics, or a related field.
- Detail-Oriented Approach: Strong attention to detail and commitment to delivering high-quality outputs.
- Strong preference for candidates with applied experience with Behavioral Science techniques.
- Comfort participating in client presentations and content reviews; incorporate feedback and iterate quickly
- Knowledge of human-first, health literacy, and accessibility best practices
- Experience with CMS marketing guidelines, ADA accessibility standards, state regulatory requirements, and legal review processes
- Ability to maintain brand voice consistency across multiple payor clients while adapting to each client's tone and guidelines

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## Contract Details

- 1099 contractor role.
- Project-based work with clear scopes and timelines.
- Hybrid for candidates near our Burlington, MA offices if desired. Could be primarily remote.
- Writers at multiple experience levels will be considered.



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**Interested candidates should email a cover letter, resume and writing sample to [Careers@Engagys.com](mailto:Careers@Engagys.com).**

All candidates must be authorized to work in the United States. We cannot provide visa sponsorship now or in the future.

**Beware of recruitment fraud:** We will never ask you to purchase equipment, pay fees, or provide sensitive personal or financial information as part of our hiring process. All legitimate communication will come from an official company email address, not text, Gmail, Yahoo, WhatsApp, or other personal accounts. If you're ever asked to send money, buy gift cards, or share banking details, it is not us. To verify any posting, visit our careers page directly at [www.Engagys.com](http://www.Engagys.com) or contact us at [Careers@Engagys.com](mailto:Careers@Engagys.com).